

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 839757 / 1		Alt Order #
Product OH US SEN JOSH MANDEL OCT 24-OCT 30		
Contract Dates 10/24/12 - 11/02/12		Estimate # 3053
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/23/12 / 10/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash in Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	10/24/12	10/26/12	M-F 19 Action News at 7a	7-8a		:30			NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/26/12	--WTF--				3	\$45.00			
N 2	WUAB	10/29/12	10/30/12	M-F 19 Action News at 7a	7-8a		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$45.00			
N 3	WUAB	10/24/12	10/26/12	M-F 730-8p	730-8p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/26/12	--WTF--				3	\$375.00			
N 4	WUAB	10/29/12	10/30/12	M-F 730-8p	730-8p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$375.00			
N 5	WUAB	10/24/12	10/26/12	Late News M-Su	10-11p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/26/12	--WTFSS				5	\$300.00			
N 8	WUAB	10/29/12	10/30/12	Late News M-Su	10-11p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$300.00			
N 7	WUAB	10/29/12	11/02/12	M-F 6-630p	6-630p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$250.00			
N 8	WUAB	10/29/12	11/02/12	M-F 630-7p	630-7p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$250.00			
Totals											27	\$6,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$2,760.00	\$2,346.00
10/29/12 - 11/02/12	16	\$3,940.00	\$3,349.00
Totals	27	\$6,700.00	\$5,695.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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839757 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 11/02/12	OH US SEN JOSH MAN	3053

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	10/23/12 / 10/26/12

Signature: _____ **Date:** _____

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